

Rep Order# 9771678 Ver# 11 Status Revised
EC'd Yes

Traffic Order# 565897

Printed: 09/07/2012 8:54 AM
Last Received: 09/06/2012 5:54 PM
Showing Buylines: All Rcp Revised Lines

2 of 3

Station	KSTU-TV SALT LAKE CITY, UT
Advertiser	() POLITICAL ISSUE GROU
Product	NRCC IE 2012
Estimate#	2597
Buyer	Ben Angle
Phone#	
Fax#	

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2597
Flight Dates 09/07/2012 - 09/13/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

NO SPOTS ON 9/11 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

-- REMARKS --

SEE LN 20 FOR REVISION DUE TO NA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*3	W	6A-7A	GOOD DY UTAH6A	:30	\$375.00	09/12-09/12	1	1	1	\$375.00	
	Rating: 2.4											
	V9 More than 2 codes changed											
	*9	W	8A-9A	GOOD DY UTAH8A	:30	\$400.00	09/12-09/12	1	1	1	\$400.00	
	Rating: 2.3											
	V9 More than 2 codes changed											
	*17	F	530P-6P	FOX13-LIVE@530	:30	\$550.00	09/07-09/07	1	1	1	\$550.00	
	Rating: 2.0											
	V9 More than 2 codes changed											
	*20	TH	8A-9A	FOX13-LIVE@5WK	:30	\$400.00	09/13-09/13	1	1	1	\$400.00	
	Rating: 1.4											
	Sales Remark: V11 CHANGED LINE DUE TO NA											
	V11 More than 2 codes changed											
	*21	M	1005P-1035P	FOX13-LIVE@5WK	:30	\$450.00	09/10-09/10	1	1	1	\$450.00	
	Rating: 1.8											
	Station Remark: V6 No EN 9/9 dt NFL. Mkgd 1x 5-6p EN w/o 9/10											
	V9 More than 2 codes changed											

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*29	W	9P-930P	FOX NEWS AT 9	:30	\$1,200.00	09/12-09/12	1	1	1	\$1,200.00	
	Rating: 3.8 V9 More than 2 codes changed											
	*32	W	1005P-1035P	SEINFELD	:30	\$450.00	09/12-09/12	1	1	1	\$450.00	
	Rating: 2.2 V9 More than 2 codes changed											

---REPORT TOTALS---

Report Totals: 7 / \$3,825.00

---SALES MONTHLY TOTALS---

Sep 12: 32 / \$22,025.00
Sales Totals: 32 / \$22,025.00
Station Totals: 32 / \$22,025.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$110,125	CABL	0%	KDLU	0%	KJZZ	0%	KSL	24%	KSTU	20%
		KTVX	16%	KUCW	5%	KUTV	35%	UNKB	0%	UNKN	0%

Books null
Demos RA3564